



Deputy Director
for Administration

DDA 85-4137/4

17 DEC
1985

NOTE FOR: Executive Director

SUBJECT: Separate Campaigns for
EAF and PSAS

DDA REGISTRY
FILE: 20-1

Jim:

As I reported in my interim response on 9 December, I had asked the Office of Personnel to look into Ev Hineman's recommendation that we run the EAF and PSAS Campaigns separate from the Combined Federal Campaign. Attached is our response. After careful study, we have concluded that we should retain a combined CFC, EAF and PSAS Campaign.

/s/ Harry

Harry E. Fitzwater

Attachment

ORIG:EXO/DDA:



(16 Dec 85)

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STAT

85-3291

ROUTING AND RECORD SHEET

SUBJECT: (Optional)

FROM: Robert W. Magee
Director of Personnel

EXTENSION

NO.

DATE

3 DEC 1985

TO: (Officer designation, room number, and building)

DATE

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OFFICER'S
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COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1. Deputy Director for
Administration
7D24, Headquarters

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DD/A Registry
85-41373

13 DEC 1985

MEMORANDUM FOR: Deputy Director for Administration

FROM: Robert W. Magee
Director of Personnel

SUBJECT: Separate Campaigns for the Educational Aid Fund and the Public Service Aid Society

REFERENCE: Memo for ExDir frm DDS&T, dtd 15 Nov 85,
Subj: Timing of Agency's Educational Aid Fund,
Public Service Aid Society Campaigns
(DDS&T-1040-85)

1. With regard to reference idea that we consider the possibility of a separate campaign for the Educational Aid Fund (EAF) and Public Service Aid Society (PSAS) rather than running them simultaneously with the Combined Federal Campaign (CFC), this is not a new idea and, in fact, is one we have considered before. The primary reason for running the campaigns simultaneously is that we can have employees address giving contributions at one time. We receive many comments that indicate our employees will contribute to EAF and PSAS even though they do not choose to give to CFC. Additionally, the concentration of temporary staffing to support the CFC at one time during the year has distinct advantages. In talking with this year's Agency Loaned Executive, he strongly recommends that we retain the existing combined campaign strategy.

2. If this year's campaign had not been successful for the EAF and PSAS, I would probably be more inclined to try separating these two charities from the CFC drive. In fact, the last two years have shown increases in EAF of 11% and 18%. For PSAS these figures have been 19% and 10%. In spite of these successes, I do

SUBJECT: Separate Campaigns for the Educational Aid
Fund and the Public Service Aid Society

agree with the Deputy Director for Science and Technology (DDS&T) that we need to provide greater publicity for these programs during our CFC campaign. By doing this, I am convinced that we can further increase the EAF and PSAS contributions.

3. The DDS&T also notes that Air Force, Army and Navy run their respective ad campaigns separate from the CFC and are quite successful. I know that their efforts are successful, but I would imagine that the military runs its campaigns with a little more pressure than we have wanted to apply to our employees. Better publicity and extra effort by our keyworkers and senior management should provide this same success, even though we run the campaigns simultaneously.

4. In summary, I vote for retaining a combined CFC, EAF and PSAS campaign.

STAT

for Robert W. Magee